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Appl. No. 09/729,783  
Amdt. date August 11, 2004  
Reply to Office Action of February 12, 2004

**Amendments to the Specification**

Please replace the paragraph beginning at page 6, lines 1-7 with the following amended paragraph:

The structure and operation of the hardware depicted in Figure 3 will be well known to a person of ordinary skill in the art. One example of such a system is the Plynth multimedia terminal manufactured by King Products Inc. Communications between the terminal 3 at retailer 5 or elsewhere, content provider 1, loyalty reward administrator (not shown), etc., are preferably managed by a suitable network communications protocol, such as provided by the King-net KINGnet™ software of King Products Inc.